

DECA

DIRECT

MARCH-APRIL 2020
CLASSROOM DISCUSSION GUIDE

SPORTS &
ENTERTAINMENT
MARKETING

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DISCUSSION GUIDE

MARCH-APRIL 2020

NAME _____

DATE _____

PERFORMANCE INDICATORS

- Explain the nature of event marketing
- Explain employment opportunities in event management
- Explain the importance of meeting and exceeding customer/guest expectations
- Identify factors that influence guest experiences throughout the guest life cycle
- Explain the use of social media for digital marketing
- Utilize resources that can contribute to professional development

CAREER PREVIEW: TOP ROLES IN SPORTS AND ENTERTAINMENT MARKETING

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Select one of the five sports and entertainment marketing career areas (Sports Team Marketing, Entertainment Marketing, Event Management & Production, Facility Management and Public Relations), and research a specific role within that area that interests you the most.

Sports & Entertainment Marketing Career Profile

Role	
Why You Find It Intriguing	
Required Skills and Aptitudes	
Typical Responsibilities	
Average Salary	
Career Outlook	

EXPERIENTIAL MARKETING: WHEN BRANDS BECOME THE ENTERTAINMENT

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As experiential marketing gains popularity, examples are all around us every day.

Research an example of experiential marketing that you find particularly engaging.	
Brand	What is the company, product or service being marketed?
Experience	Describe the experience.
Connection	What makes it an example of <u>experiential</u> marketing?
Evaluation	What were the results of the campaign? Would you do anything differently?

COURTYARD BY MARRIOTT CULMINATES ONCE-IN-A-LIFETIME CELEBRATION AT SUPER BOWL LIV

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Select another professional sport other than football. What unique experiential opportunities exist surrounding the sport throughout the year? Come up with three unique campaign ideas below. Be creative and detailed.

IDEA ONE

IDEA TWO

IDEA THREE

Define three primary target markets for the Olympics' marketing. Then for each market, define the demographics and psychographics. Finally, describe the best marketing approach to reach that specific audience.

MARKET SEGMENT	DEMOGRAPHICS	PSYCHOGRAPHICS	MARKETING STRATEGY
<i>Name the market segment</i>	<i>Age, gender, ethnicity, income, employment</i>	<i>Activities, personalities, values and attitudes</i>	<i>Best strategy to reach audience</i>

BONUS: What is a new marketing trend that the Olympics should embrace for the 2020 Summer Olympic Games in Tokyo?